

**MINUTES**  
**MONTANA HISTORICAL SOCIETY**  
**BOARD OF TRUSTEES MEETING**  
**April 24, 2014**  
**9 a.m., MHS Auditorium**  
**Helena, Montana**

**Montana Historical Society Board of Trustees members present:** Crystal Wong Shors, Steve Lozar, Bob Brown, Shirley Groff, Jim Court, Kent Kleinkopf, Tom Nygard, Janene Caywood, Ed Jasmin, Jude Sheppard, and George Dennison

**Excused Board members were:** Cliff Edwards, Jim Murry, Jim Utterback and Ed Smith

**Staff present:** MHS Director Bruce Whittenberg; MHS Administrative Assistant, Renee Podell; MHS Development Officer, Susan Near; MHS Public Relations Manager, Tom Cook; MHS Museum Collections Manager, Amanda Streeter Trum; MHS State Historic Preservation Program Manager, Mark Baumler; MHS Publications Manager, Molly Holz; MHS Centralized Services Administrator, Denise King; MHS Security Manager, Jerry McGee; MHS Outreach & Interpretation Manager, Kirby Lambert; MHS Research Center Manager, Molly Kruckenberg; Sarah Goll, Guest Services

**Guests present:** Governor's Budget Office; Nancy Hall

**CALL TO ORDER**

President Crystal Wong Shors called the meeting to order at 9:00 a.m.

**REVIEW OF MINUTES**

**George Dennison moved approval of the January 23, 2014 meeting minutes. The motion was seconded by Jim Court and carried unanimously.**

**PRESIDENT'S REPORT – Crystal Wong Shors**

President Shors welcomed new Board member, Jude Sheppard. She asked Jude to give a little history about herself.

President Shors reported on the press conference held at MHS in regard to the nationally famous Anzick Collection. She also commented on the recent t.v. appearance she did with Bruce Whittenberg and Tom Cook on the proposed Heritage Center.

President Shors stated that the MHS Charlie Russell birthday party was well attended and the event was awesome. She reminded Board members that this party was also the kick-off of the reopening of the MacKay Gallery and the opening of a new exhibit.

The Donor Relations Committee and the Governance Committee is in high gear. Reports on the progress of each committee will be forthcoming at this meeting. She reminded Board members of the importance of showing support for MHS by contributing what they can to the proposed Heritage Center, exploring the various programs that compose the MHS and by considering becoming a member of the MHS.

May is the month for the MHS volunteer luncheon and all members are invited to attend. President Shors emphasized the importance of the MHS volunteers because they help keep the Society going. When a Board member is visiting the building and they see a volunteer be sure and thank them for their service to the MHS.

#### **DIRECTOR'S REPORT-Bruce Whittenberg**

Bruce encouraged Board members to read the quarterly reports presented by each program. He gave the highlights of the 150th Year. The planning and the effort of the staff to pull off the archives project have been remarkable. Bruce noted that the primary workers of the whole project were the staff members with Molly Kruckenberg planning and organizing each part of the move.

Fundraising efforts are on track. Bruce stated that Susan Near would bring them up to date later in the meeting.

The book *Montana's Charlie Russell* is on target for the September release. The book will be \$80.00 and a limited edition book will also be available at a higher price.

Bruce announced that 400 letters were sent to political candidates in March as requested by the Board. He stated it was a friendly letter inviting candidates to come visit the MHS and asking them to look around their communities to see where the Historical Society is having an effect on their communities.

The MHS staff took part in and was part of the Montana Museums Association conference recently.

Bruce noted that the MHS public programs are continuing to pack in the crowds. Bruce spoke about the travels of the staff stating that the public programs continue throughout the state.

Bruce introduced Nancy Hall from the Governor's Budget Office. He thanked Nancy for taking an interest in what is going on at the MHS by attending the last few Board meetings.

Pictures were shown by Bruce of the various activities that have recently taken place at the MHS events. He showed pictures of the Anzik Family, a mini-reunion that the MacKay Family held at Charlie Russell's birthday party and pictures of the winners of the Charlie and Nancy Russell look-a-like contest.

Bruce reminded Board members that the History Conference will take place September 18 – 20<sup>th</sup> in Helena. Governor Bullock has been invited to attend.

Thanks to a private donation that Jim Court helped acquire, there is a very aggressive promotion plan in the works for showcasing the new Charlie Russell book which will come out in September, including putting Jennifer Bottomly-O'looney and Kirby Lambert on the road for book signing parties.

Bruce discussed the MHS strategic issues and the critical issues that remain in front of us at all times. Marketing and Development continues to work hard on strengthening the MHS public message inside and outside of Helena. PR has taken high priority and there is a lot of coverage around the state. Subject of study this year is the MHS mission and fees associated with entrance into the MHS. Research continues into what other institutions are doing.

There is a real energized group of people working on social media platforms for the MHS. There are about 75 videos on U-Tube now. The website was refreshed and redesigned. Everything that is going on at the Society can now be accessed from the site.

Bruce reported that security has been enhanced at the Scriver Center and cameras have been added focusing on the entrance and exits of the area. Inventory continues at the Highway Storage area. Within two or three years all of the MHS items will need to be transferred out of that area.

Work continues on getting the MHS message out around the state about the new Montana Heritage Center. Bruce continues the strategic focus with Governor Bullock towards the capital campaign. Bruce reported that the letters sent out to legislative contacts seem to have had a positive impact.

Bruce thanked the Board for all they do to help and urged them to support the upcoming activities.

#### **Marketing and Development – Motion - Susan Near**

Susan presented the Strategic Plan draft (handout made a permanent part of the record). She noted that retreats and discussions were held last year to set priorities for this year. She explained that this is a guide for the activities and work of the MHS organization and asked for a motion to adopt this plan.

**Steve Lozar moved to adopt the revised strategic plan as presented in today's meeting. Janene Caywood seconded the motion and it carried unanimously.**

Susan discussed fundraising efforts and grants applied for. Packets were distributed for the Crow photograph collection (handout made a permanent part of the record).

### **EXECUTIVE COMMITTEE MEETING REPORT-Tom Nygard**

Tom stated that the committee discussed having a staff picnic around the time of next Board meeting in July. Naming opportunities on the new building was talked about. The committee reviewed the financials presented by Central Services. One of the most important things discussed was there is a certain positive spin, even now, nine months before the next Legislative session, on the new building.

President Shors explained for the sake of the new members, the Executive Committee meetings are open to anyone. The meeting is held at 8 a.m. in Bruce Whittenberg's office before the 9:00 a.m. full Board meeting starts. It is not exclusive to committee members and simply sets the stage for the overall Board meeting.

### **Marketing and Development – Susan Near**

Susan stated fundraising continues on the Crow photography collection and she noted that she just applied to the National Geographic Legacy Fund for a \$25,000 grant. The "Star" will carry an article on this collection and she anticipates that the MHS members will be excited to help support this cause.

### **Membership – Rebecca Baumann**

Rebecca reported that membership is looking good and announced that it is up 7.85%. Membership continues to grow with advertising throughout the state.

Work continues on the user fee/admissions data.

Jim Court asked Rebecca if there was a member from Fallon County as of this date. She stated that there isn't one yet.

### **PUBLIC RELATIONS – Tom Cook**

Tom Cook commented that many of the MHS employees are out and about spreading history throughout the state. He stated that Ellen Baumler will be traveling to the schools in Browning. She will dress up as a character from Virginia City. SHPO employees also travel the state presenting public programs. Positive press has been abundant. The Centennial Train stories have been quite entertaining lately. The Tourism Conference in Billings was well attended and the MHS employees were busy with their laptops introducing folks to the MHS website and to the Women's History Matters website.

Tom encouraged Board members to come up with stories from their areas that he can promote.

### **PROGRAM MANAGERS REPORTS**

### **MUSEUM PROGRAM – Motion Action - Amanda Streeter Trum**

Amanda presented show & tell items that were donated to the MHS by Shirley Groff (chaps worn by her grandfather and a 1941 Red Cross Nursing Cape). She explained that the chaps are made of goat angora.

Amanda told of a recent purchase made by the MHS of an adult size U.S. mail tricycle used in Glacier National Park.

She announced that staff is working hard to get the territorial exhibit open by May 22<sup>nd</sup>.

### **Loan Request – Historic St. Mary's Mission, Stevensville, MT- Ft. Owen Post Office Mailbox** (copy attached of handout)

**Ed Jasmin moved approval of the loan request made by St. Mary's Mission. Tom Nygard seconded the motion and it carried unanimously.**

### **STATE HISTORIC PRESERVATION OFFICE – Mark Baumler**

Mark presented the Montana State Historic Preservation Review Board meeting agenda (copy made a permanent part of the record) which will be held May 2 and 3 in the Seeley Lake Historical Museum and Visitor Center. He also announced that on May 20 & May 21 a summit will be held for the 2014 THPO/SHPO/Federal & State Agency and presented a Summary (copy of the handout made a permanent part of the record). As a final product of the summit, the SHPO hopes to coordinate with the THPOs and tribal representatives to craft a formal summary document that outlines continued concerns and potential solutions.

### **OUTREACH AND INTERPRETATION –Kirby Lambert**

Kirby reported on the many school tours that have been booked which makes for a very busy staff. He noted that the MHS will sponsor the teacher's workshop again this year. He announced that work is in progress for a book of approximately 300 pages featuring 150 objects found in the MHS collection. It will be released for the Centennial and will be fashioned after the Smithsonian book he showed as an example.

### **PUBLICATIONS – Motion - Molly Holz**

Molly stated the spring issue is at the printer. She has been working on the finishing touches to the CMR book.

### **CENTRAL SERVICES – Denise King**

Financial Schedules for the FY 2014 through March 31, 2014 were presented by Denise (copy made a permanent part of the record).

Denise reported that the museum store continues to hold its own. A tent sale is anticipated for the month of June. She announced that Legislative requests are due. The MHS will have five interns helping this year in various programs.

Denise introduced Sarah Goll, guest services employee.

### **RESEARCH CENTER- Motions - Molly Kruckenberg**

Molly asked for a motion on the March, 2014 Deaccession List (copy submitted for the permanent record).

**Ed Jasmin moved to accept the March, 2014 Deaccession List. Tom Nygard seconded the motion and it carried unanimously.**

Molly presented a Request for Deaccession for the following:

**Request for Deaccession – 5 reels of 35mm color film of the Forgotten City – Butte, Montana, USA by German film maker Thomas Schadt, 1992 (a documentary film in German about Butte, Montana). Disposition: The Butte Silver Bow Public Archives.**  
(Copy made a permanent part of the record)

**Ed Jasmin moved to deaccession the 5 reels of 35mm color film to Butte Silver Bow Public Archives. Kent Kleinkopf seconded the motion and it carried unanimously.**

Molly conducted a tour for the Board members of the archives storage remodel and improvement project.

### **COMMITTEE REPORTS**

#### **Government Relations-Bob Brown**

Bob presented a copy of the two letters sent out to Legislators at the request of the Board (copies made a permanent part of the record).

#### **Donor Relations-Ed Jasmin**

Ed discussed the financial proposal for fundraising and reported that proposals are out. He noted that pledges can be made over a three to five year period. He said there are many good prospects.

#### **Heritage Keeper-Motion-Shirley Groff**

Shirley reported that the Heritage Keepers Awards Committee (Trustees Groff, Caywood and Court) met on line and in person to consider the nominations received. The review has resulted in the following motion for consideration by the Board of Trustees. **MOTION:** The committee presents MaryAllen of Roberts, Montana for the Eastern district and Kim Briggeman of Missoula for the Western district. 13 Board members responded to the e-mail vote with 13 members voting YEA and 0 voting No (copies of the email votes are made a part of the permanent record).

**Nominations-Jim Murry, Janene Caywood, Kent Kleinkopf, and Steve Lozar-officers will be elected at the next Board meeting held July 24, 2014.**

**UNFINISHED BUSINESS**

None

**NEW BUSINESS**

Discussion was held on the summer employee picnic. Agreement was reached that this year's July 23<sup>rd</sup> Board of Trustees sponsored MHS employee appreciation picnic would be held at the Montana Club. Members should send their contribution of \$50.00 to Bruce Whittenberg at the MHS.

**PUBLIC COMMENT**

None

**NEXT BOARD MEETING – July 24, 2014 - 9:00 a.m. - Executive Committee – 8:00 a.m.**

**ADJOURNMENT**

1:35 p.m.